MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BAE1024 – ADVANCED MANAGEMENT ENGLISH

(All sections / groups)

15 OCTOBER 2015
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **EIGHT** pages.
2. Answer **ALL** questions in **Sections A, B** and **C**.
3. Write all your answers in the Answer Booklet provided.

SECTION A: NOVEL [20 MARKS]

Instructions: Answer the following questions based on the novel "The Monk Who Sold His Ferrari".

Question I (10 marks)
Instructions: Answer the question below.

a. In the novel, Julian Mantle introduced John to seven virtues and their designated symbols. State the symbol of the following virtues:
   1. Practice Kaizen
   2. Master Your Mind
   3. Respect Your Time
   4. Selflessly Serve Others (4 marks)

b. Explain the following rituals:
   1. Ritual of Solitude
   2. Ritual of Physicality (6 marks)

Question II (10 marks)
Instructions: Answer any **ONE** of the **TWO** questions in this section.

1. In the fable, Julian Mantle mentioned:

   The purpose of life is a life of purpose. Discovering and then realising your lifework brings lasting fulfilment. Set clearly defined personal, professional and spiritual goals, and then have the courage to act on them.

   a. State the **virtue** and the **symbol** represented by the above mentioned wisdom. (2 marks)
   b. Explain 'The Power of Self-Examination' as suggested by this virtue. (4 marks)
   c. Elaborate with clear examples on how 'The Power of Self-Examination' may help you to achieve your goals in your studies. (4 marks)

OR

2. In the fable, Julian Mantle mentioned:

   Discipline is built by consistently performing small acts of courage. The more you nurture the embryo of self-discipline, the more it will mature. Willpower is the essential virtue of a fully actualised life.

   a. State the **virtue** and the **symbol** represented by the above mentioned wisdom. (2 marks)
   b. Explain **TWO** techniques suggested by this virtue. (6 marks)
   c. Elaborate with clear examples on how each of the above techniques can be applied to students who want to succeed in their studies. (2 marks)

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SECTION B: READING AND VOCABULARY [20 MARKS]

Instructions: Read the passage below and answer the questions that follow.

How Hotels are Capitalising on What Business Travellers Value Most

Hotels have long catered to business travellers, and for good reason. According to a U.S. Travel Association report, direct spending by domestic and international business travellers in the U.S. totalled $266.5 billion in 2013, representing almost a third of all money spent by travellers in the country that year. Considering this amount and the frequency with which these individuals travel – an average of 21 to 30 times per year, according to a report from American Express Global Business Travel (GBT) – hotels need to promise more than just a business centre to **appease** this discerning group of frequent travellers.

To shed some light on the latest business traveller trends and how properties are adapting, U.S. News spoke with Pedro Paredes, the vice president of global business consulting for American Express Global Business Travel. However, if you are not a business traveller, why should you care? The answer is, *this group* of globe-trotters is changing the hospitality industry in a way that affects leisure travellers, too.

According to the GBT survey, business travellers consider a hotel's brand to be the most important factor in booking a hotel. Aside from the fact that established brands offer the opportunity to rack up rewards points across their various loyalty programmes, brands also promise consistency in all their properties, regardless of the location. Moreover, according to Paredes, consistency is critical.

This is partly true because brand names eliminate the element of surprise; you are familiar with room layouts, food options, and the amenities and services offered. Nevertheless, as Paredes explained, the sense of familiarity is especially important to business travellers who want to bring some comforts from home with them as they travel. Paredes said he has noticed a growing trend of business travellers bringing along pets and loved ones when travelling for work. "Business travellers are including a little bit more of their personal lives," Paredes said. "I think that is a **trend** that will continue. You want to feel like you are at home."

Unlike leisure travellers, those jet-setting for business particularly appreciate free Wi-Fi access. In a 2014 survey conducted by Fortune Magazine and Travel + Leisure, 55 per cent of the business travellers polled listed free Wi-Fi as their most valued amenity, and those surveyed in the GBT survey ranked free Wi-Fi as the second most important factor when selecting a hotel for a business trip.

"Most high-end hotel chains recognise the importance of it, and they are betting that by offering Wi-Fi, it's going to give them that much of an edge," Paredes said. He went on to explain that, in addition to costing more money, having to purchase Internet access on the company's budget **encumbers** business travellers with yet another expense to add to their ledgers. Some brands have taken notice of travellers' wishes and offer free in-room Wi-Fi to all guests, including Joie De Vivre, La Quinta and Loews (Hyatt will offer free Wi-Fi to all guests starting February 14). Others, including brands like Omni, Marriott and Kimpton also offer free Wi-Fi access, but only to members of their rewards

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programs (which are free to join).

Besides cost, the strength and reliability of a hotel's Wi-Fi services might be equally important. As more travellers conduct their businesses (and plan leisure activities) on an array of devices – laptops, tablets, smartphones – the limited amount of bandwidth a hotel has to offer can become a problem. Paredes said that if you are accustomed to high-speed Internet at home or work, a hotel room with slow or unreliable connectivity is something you will notice immediately. "Hotels have to invest to make sure the experience is what people would experience at home," he said. While properties are usually happy to invest in bolstering their Internet services, sometimes poor connectivity is a result of a local Internet provider lacking adequate bandwidth, Paredes added. In terms of Internet speed, the United States is ranked just No. 26 for highest average download speed in the world, according to netindex.com.

In addition to fast, reliable and (perhaps most importantly) free Wi-Fi, some hotels are making strides to offer new technological amenities that can make business travellers' stays more productive and seamless. One new **amenity** that travellers can soon expect to see from several major hotel chains is a smartphone application that allows you to check in, obtain a room number and enter your room, all without even dealing with the front desk or touching a keycard. "Being able to go to the room, bypass the front desk is something that will change the way we do everything," Paredes said.

In November 2014, Starwood Hotels & Resorts became the first major hotel chain to roll out this amenity for Starwood Preferred Guest members, though it has only been implemented at a select number of Aloft, W and Element brand hotels so far. Hilton Hotels & Resorts announced plans to start implementing keyless entry programs in select properties in 2015. Marriott's mobile app already allows you to use your phone to check in and check out; however, the brand has yet to offer keyless entry.

One perhaps surprising discovery the GBT survey reported was that business travellers consider a number of unconventional lodging options for work trips, including bed and breakfasts, apartments, cabins, lodges, castles and tree houses. Paredes said that though he has noticed more of these unusual lodging requests, he does not think it represents significantly increased demand. "At least in the business travel space, there's going to be a consistent demand for traditional hotel rooms."

Still, some major brands, including Aloft, are focusing on atypical hotel designs in an effort to appeal to the next generation of business travellers: millennials. This branch of Starwood is known for its open-air lobbies and modern interiors and bars, though you might not notice the brand **affiliation** until you realise you can earn points as a Starwood Preferred Guest.

It is difficult to know exactly how hotel brands will adapt to the influx of younger generations joining the business traveller ranks. "Travel preferences change," Paredes said. "They are kind of hedging their bets, on the border between the two generations and their habits."

Adapted from *Johnson, S.* (2 Dec 2015). *How Hotels are Capitalizing on What Business Travelers Value Most.* (Online).http://www.huffingtonpost.com/us-news-travel/how-hotels-are-capitalizing-on-business-travel_b_6672708.html?utm_hp_ref=business&ir=Business

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Question I Contextual Clues (5 marks)
Instructions: Choose a word or phrase that **BEST** expresses each of the following words taken from the passage.

1. appease (line 8)
   A. pacify
   B. applaud
   C. approve
   D. patronise

2. trend (line 28)
   A. pattern
   B. blueprint
   C. tendency
   D. stereotype

3. encumbers (line 38)
   A. invests
   B. burdens
   C. entertains
   D. encourages

4. amenity (line 59)
   A. gadget
   B. facility
   C. support
   D. coverage

5. affiliation (line 82)
   A. sensation
   B. distortion
   C. association
   D. significance

Question II True or False Statement (5 marks)
Instructions: Read the following statements and write **T** if the statement is **TRUE** and write **F** if the statement is **FALSE.**

1. In 2013, domestic and international business travellers account for one third of direct spending from all the money spent by travellers in the United States.

2. Leisure travellers are also influenced by the demand of the business travellers in the hospitality industry.

3. Paredes explains that business travellers do not appreciate a sense of familiarity when travelling for work.

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4. Starwood Hotels & Resorts was the first major hotel chain to use the smartphone application to allow all guests to check-in without going through the front desk.

5. According to Parades, the U.S. business travellers mainly consist of the millennials.

Question III Comprehension (10 marks)
Instructions: Answer the following questions.

1. According to the GBT report, what can be inferred regarding frequent business travellers?
   A. They require new hotels.
   B. They only need a business centre.
   C. They travel 21 to 30 times on average per year.
   D. They contribute to hotel earnings as much as $266.5 billion in 2013.

2. What does "*this group*" (line 12) refer to?
   A. Leisure traveller
   B. Frequent traveller
   C. Business traveller
   D. American Express traveller

3. According to Paredes, why do business travellers bring along some personal aspects of their lives when travelling for work?
   A. They are homesick.
   B. They want to feel like they are at home.
   C. They like linking business and personal aspects in life.
   D. They think that it is trendy to bring pets and loved ones.

4. Which are the deciding factors for business travellers in booking a hotel?
   I. Wi-Fi access
   II. A hotel's brand
   III. An element of surprise
   IV. A sense of familiarity
   A. I, II, IV
   B. II, III, IV
   C. I, III, IV
   D. All the above

5. The following concerns are true about the importance of Wi-Fi access **EXCEPT** _____.
   A. free Wi-Fi services
   B. free technological devices
   C. reliable internet connectivity
   D. strength of the Internet speed

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6. Why are some hotels offering new technological amenities? (1 mark)

7. What does Paredes think of the unusual lodging requests? (2 marks)

8. Why is it difficult to predict how hotel brands will adapt to changes? (2 marks)

SECTION C: GRAMMAR [20 MARKS]

Question I Error Identification (10 marks)

Instructions: For questions 1 to 10, identify the underlined options that are **INCORRECT**. Choose the option that contains an error concerning the following aspects: run-ons, sentence fragments, parallelism or faulty modifiers.

1. Lower prices in (A) line with Telecom's aspirations to deliver Internet (B) for all which is rooted in the principle (C) of affordable access for broadband Internet services (D).

2. The young marketing executive resigned when (A) he was almost (B) under tremendous pressure for (C) not being able to achieve his sales target (D) last month.

3. When honesty and professionalism are combined, naturally (A) develop a stellar reputation, and (B) that reputation has more (C) value to others than their actual business (D).

4. E-mail is the best form of communication online. Creating (A) an e-mail list is one of the most important tools in (B) building a business. Adding in an opt-in form on (C) your website and to have (D) a place to store your e-mails are the first two steps to build your e-mail list.

5. Employees put a high premium on transparency (A) in their interactions with (B) different levels of management, going as far as naming it the top factor (C) in determining their happiness and being satisfied (D) at the workplace.

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6. ForexB is a website it promotes the latest and the most accurate news about
(A) (B)
foreign exchange and business. It is well known for its "Know The Latest"
(C) (D)
section.

7. As leaders, we must know what is going on with our employees personally. To
(A) (B) (C)
some degree, showing an interest is the same as to show respect.
(D)

8. Stronger encryption in Apple's iPhone and on websites like Facebook has petrified
(A) (B)
the government. Because it has made it harder to spy on communications.
(C) (D)

9. Many consumers are confused we expect the purchases of goods will rise rapidly
(A) (B)
during the last few weeks before the GST implementation in view of the higher
(C) (D)
post-GST prices.

10. Members are advised to deal directly with the Employees Provident Fund instead
(A) (B)
of third parties when they want to make withdrawals who meet the requirements.
(C) (D)

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Question II Error Analysis (10 marks)

Instructions: The following extract contains 11 errors in sentence fragments, run-ons, parallelisms and faulty modifiers. Identify 10 errors and correct them as shown in the example. The first error is stated as the example.

EXAMPLE:

No	Line	Error	Correction
1	2	... it, your...	...it. Your...

You can either be at the effect (powerless) of your business or act as the cause (in power) of it, your internal belief system about business is the most important predictor of success or failure. In order to train yourself towards success, undergoing an emotional analysis necessary to build a sound business mind that is resilient to stress, change and uncertainty. Here are three psychological equations that can help empower your business mind.

The first equation is *introspection + observation = emotional awareness*. To be introspective means to look inside and examining your thoughts and emotions. To observe is the act of taking an existential view of yourself to better know how to function at your optimal levels of success. This type of self-analysis eliminates the interference of the more immature emotions. Which make you fall victim to being reactive, fearful, impulsive or indecisive in business. The result of self-awareness is the brave and admirable quality of being able to think independently, which empowers you to rely exclusively on the observation of your own mental state to succeed. It makes you become unafraid to be different, you are able to reason through change in both positive and negative circumstances.

The second equation is *grace + strategy = solutions*. Grace is a measure of staying calm under pressure. It is that fixed state of mind which seemingly carries you effortlessly through problems, obstacles and difficult negotiations in business. It is that quality when business and things are booming and flow effortlessly, you show no ego. Strategy a measure of how you get to those higher aims in your business under the umbrella of uncertainty. Intelligent strategies must be attuned to patterns of business behaviour and eventually you will know the ways to get what you want. Desperation kills strategy and eliminates solutions. When you have the business mind to approach uncertainty with grace and when you have an awareness of what actions need to be applied to gain solid ground. Solutions and success are your results.

Last but not least, *people skills + knowledge = leadership*. At its core, business is all about relationships. To be successful, you should master the art of charting your own path, while being open to listening and developing relationships. Furthermore, to lead a team effectively, whom others are inspired to follow, you have to be someone. To have a sound business mind, you have to be abundantly knowledgeable in your field. You should never hold the belief that you know enough, there is no such thing as enough knowledge. Knowledge is power. Knowledge coupled with proficient people skills builds you into an unrelenting and inspiring leader. This allows you the opportunity to educate those whom you guide and leading those whom you partner with in business.

Adapted from Campbell, S. (2015). 7 psychological equations to empower yourbusiness mind. *Entrepreneur*. Retrieved on March 17, 2015 from http://www.entrepreneur.com/article/243796

End of Paper